

WHAT IS CLAIMED IS:

1. A coupon issue system for issuing a coupon to a predetermined person via a communication means, comprising:

5 a coupon issue information means for guiding goods to be applied and for informing the predetermined person that the coupon is issued;

a coupon issue request receipt means for receiving request to issue the coupon from a respondent who responds to information;

10 and

a coupon issue means for issuing the coupon to the respondent who requests issue such that value of the coupon is to be different.

2. A coupon issue system as set forth in claim 1, wherein
15 the coupon issue information means has a configuration for informing based on an issue candidate list to specify the predetermined person.